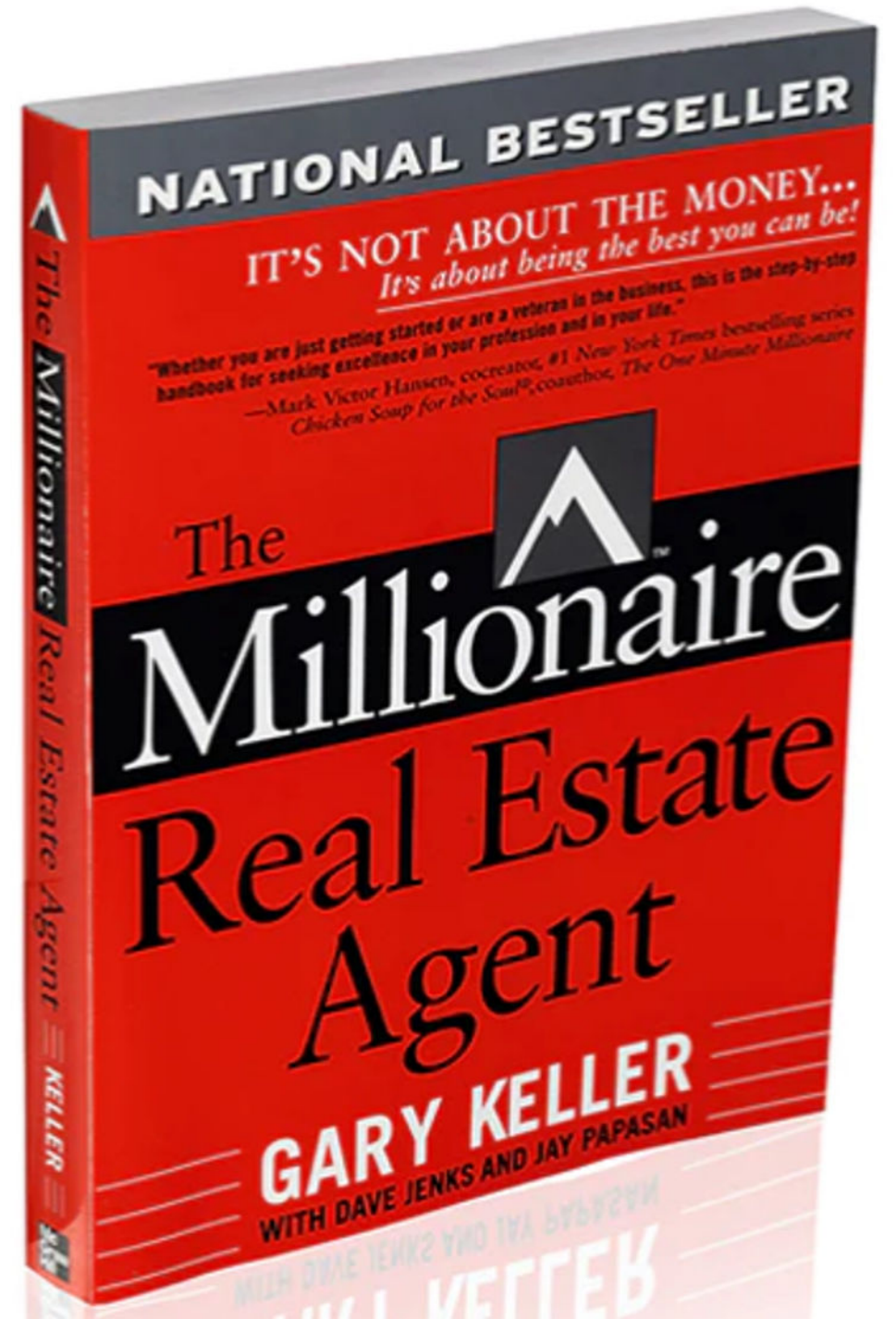




Creativity v. Models

The MREA Book Club





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THE 6 MythUnderstandings

1

I can't do it.

2

It can't be done in my market.

3

It would take too much time and effort—I would lose my freedom.

4

It's too risky. I'll lose money.

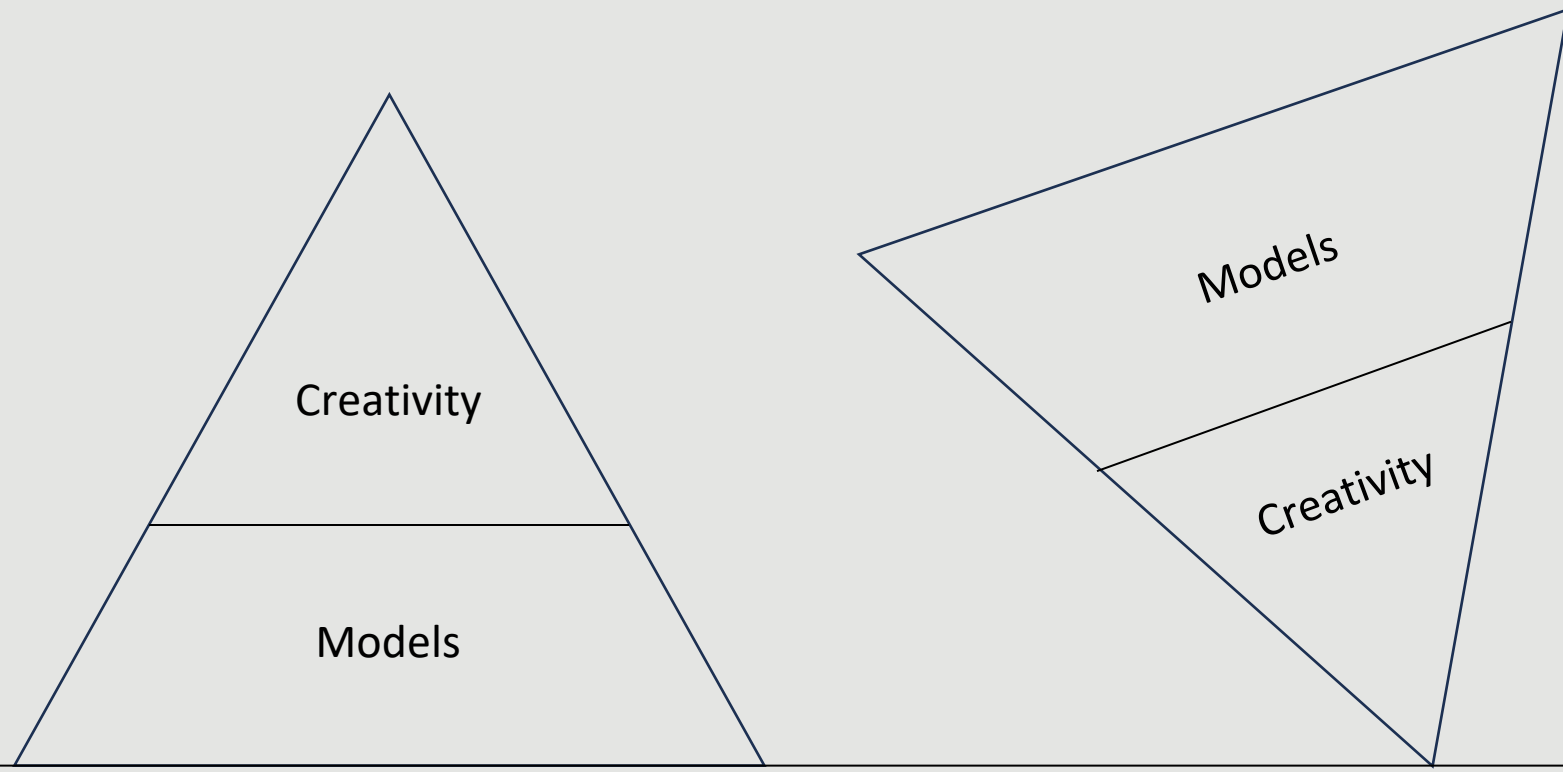
5

My clients will only work with me—only I can deliver quality service.

6

My clients will only work with me—only I can deliver quality service.

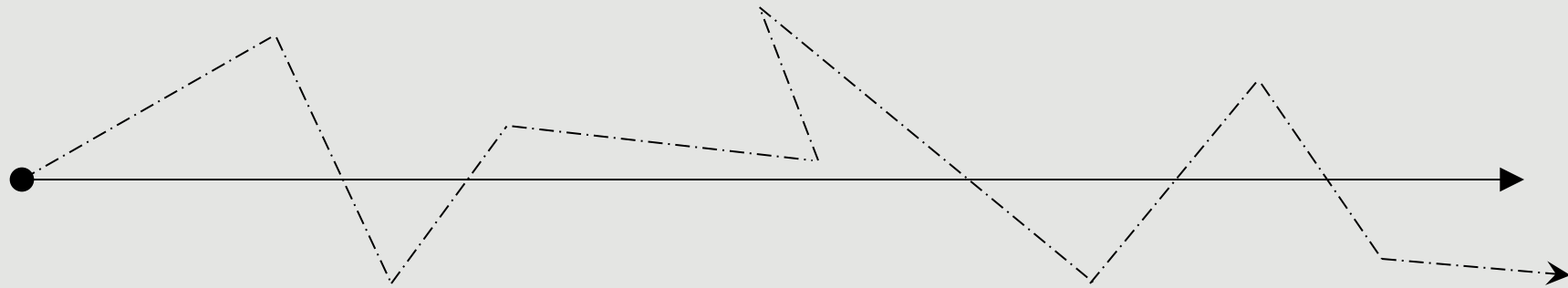
Which business has a more stable foundation?



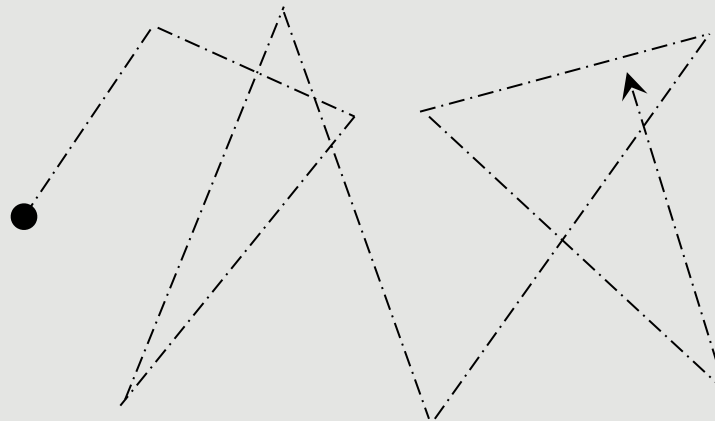
STABLE

UNSTABLE

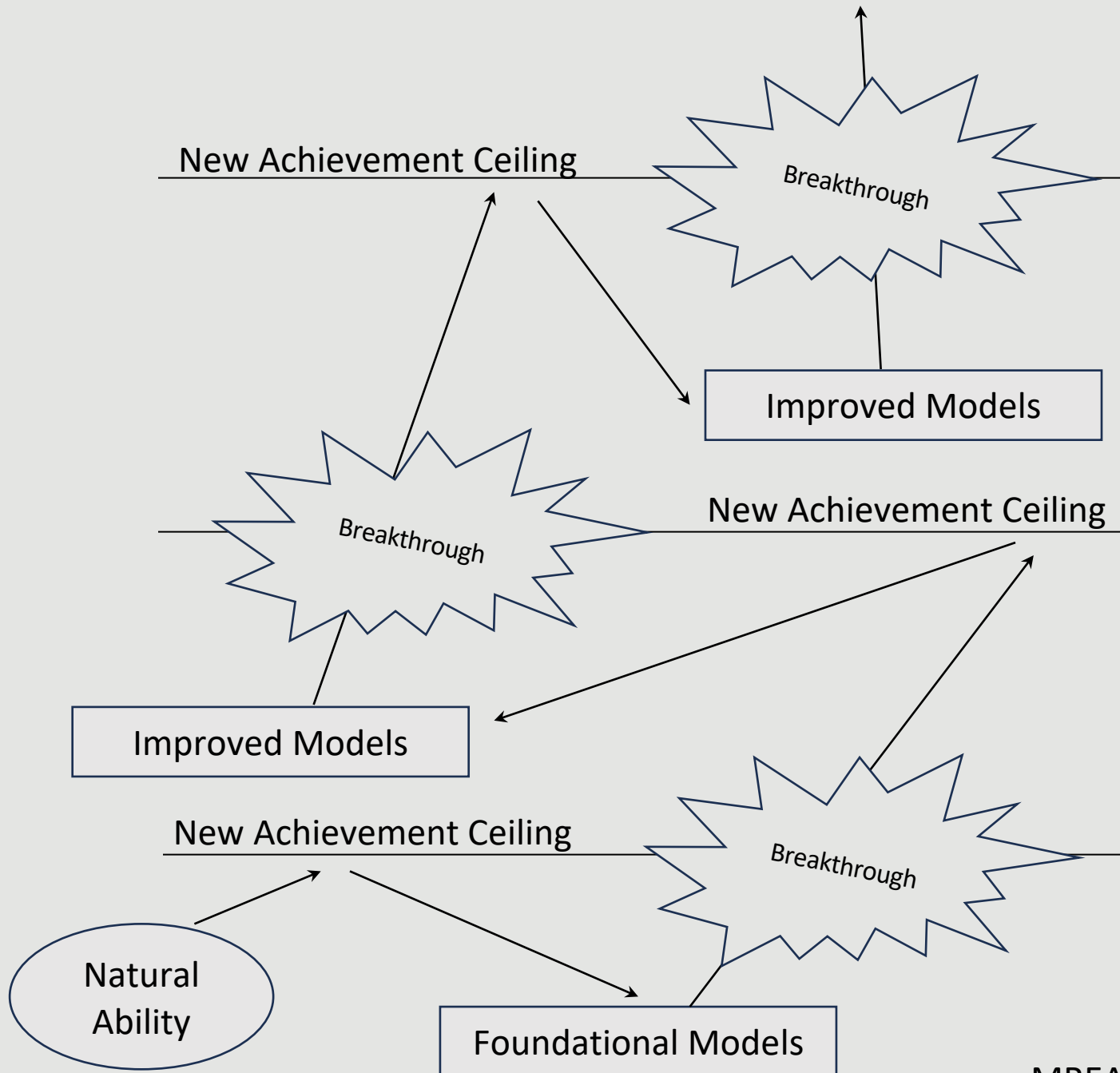
Creativity off a Model



Creativity without a Model



Breaking Through to Higher Achievement



The 3 L's



Leads

- *Are your business.*

Listings

- Help you gain control of time and money; maximize rewards.

Leverage

- Who will do it? How will they do it? What tools will they use?